

## ABSTRACT

A logo data generating apparatus and method easily generate logo data suitable for storage to and output by a particular target printer without requiring a complicated process defining the image processing and data communication parameters. An control data receiving unit enables receipt of control data including various settings and model identification data for identifying the model of the target printer. A source image obtaining unit obtains the source data used to generate the logo data. A model-specific data storage medium stores the model-specific data. A reading unit reads model-specific data for the target printer identified by the model identification data, and sets control data including part or all of the settings for logo data generation. A logo data generating unit generates the logo data by processing the source data based on the control data or the model-specific data. Specific control data is thus set automatically based on the model-specific data.